



Maryland's Strategic Highway Safety Plan

2016 - 2020



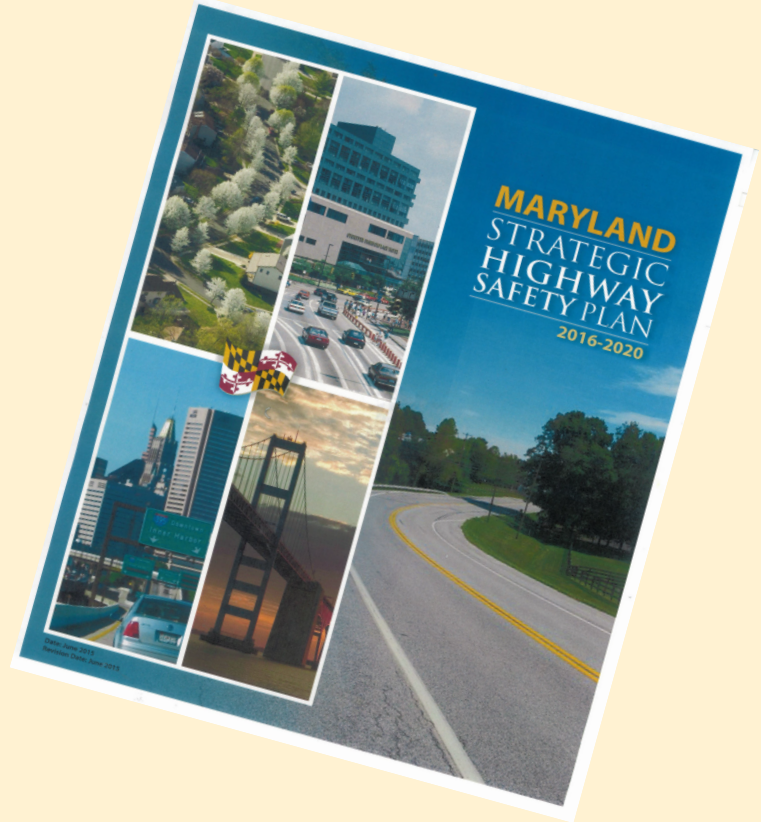
Maryland's Strategic Highway Safety Plan

Objective

The overall objective of Maryland's Strategic Highway Safety Plan is to reduce highway Fatalities and Serious Injuries.

Overarching Goal:

Halving Fatalities in Maryland by 2030.
(387 by 2020 // 296 by 2030)



Toward **Zero** Deaths

SHSP Development Process

Maryland's 2014 Highway Safety Summit



4-E Composition



Developing 2016-20 SHSP Strategies

Emphasis Area Teams

Facilitated
Discussion

- **Existing Strategies for 2011-2015**
- **Issues discussed:** Was the strategy successfully implemented; is the need still there; does the strategy need to be continued in the 2016-2020 SHSP and if so, modified?

4-E Composition

Developing 2016-20 SHSP Strategies

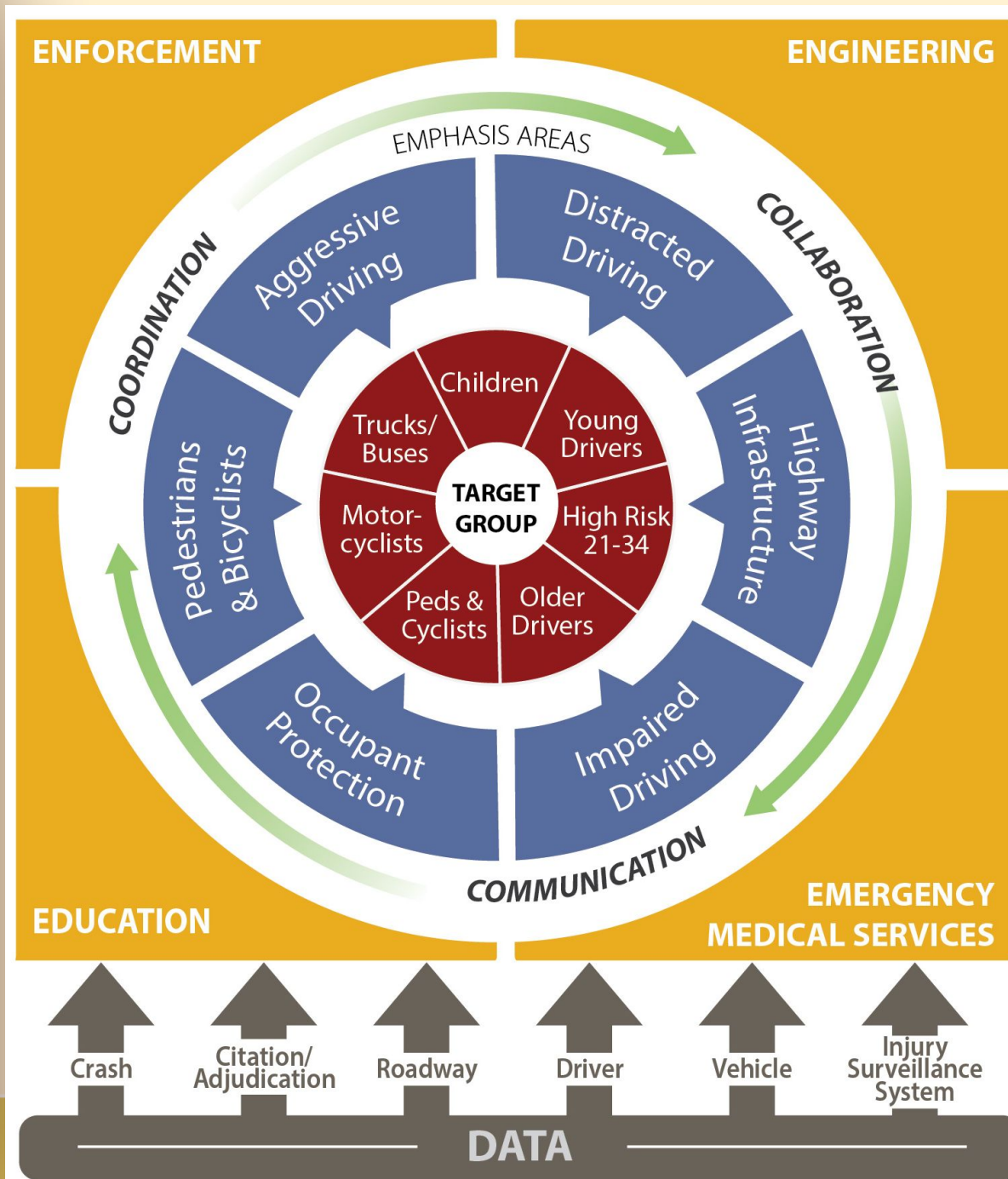
Emphasis Area Teams

Facilitated Discussion

- **New Strategies for 2016-2020**
- **Issues discussed:** What are new challenges and opportunities that should be included; what if any gaps in the 2011-2015 strategies need to be addressed?

Areas considered:

Enforcement; Education; Engineering; Driver Competencies; Vulnerable Road Users; Legislation; & Technology



SHSP
Framework:

Data-Driven

4-E Cornerstones

**Collaborative
Emphasis Areas**

**Focused on
Vulnerable User
Groups**

SHSP Target Setting

TZD Methodology for 'Big-4'

Fatalities; Fatal Rate; Serious Injuries; Injury Rate

- Sets a Future Hard Target (1/2 by 2030)
- Allows for Fluctuations over the Years
- Provides Good Target Analysis in Coming Years

SHSP Emphasis Areas & HSP; HSIP Program Areas:

5-yr Rolling Averages

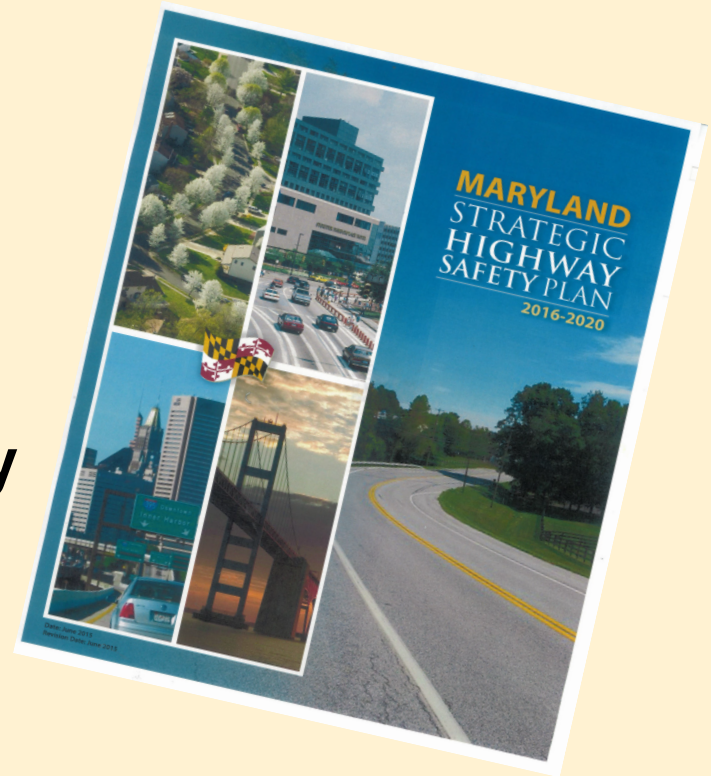
- Flattens trend lines to avoid unrealistic targets



Maryland's Strategy Selection

Six Emphasis Areas

- Aggressive Driving
- Distracted Driving
- Occupant Protection
- Impaired Driving
- Pedestrian & Bicycle Safety
- Highway Infrastructure



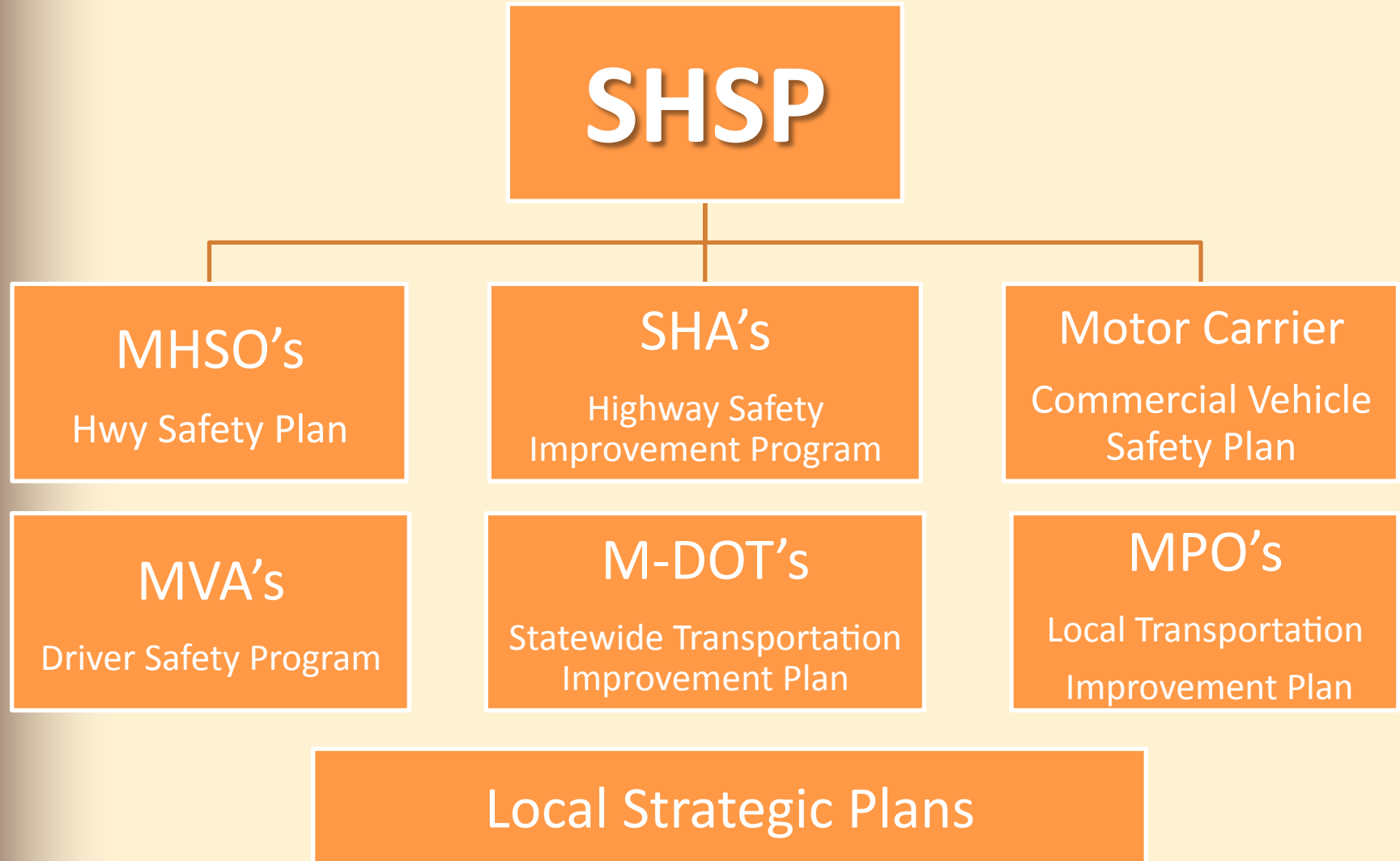
Key Word: STRATEGIC

Maryland's Strategic Highway Safety Plan

Strategy Highlights

- All strategies are broad enough to encompass comprehensive strategies contained in HSP, HSIP, CVSP
- Behavioral strategies contain recommendations for enforcement, engineering, outreach, technology and legislative countermeasures
- Engineering strategies include systemic measures for infrastructure related issues as well as for vulnerable user groups (peds, bicycles, motorcycles, etc).
- New strategy for motorists and peds (i.e. 1st responders & disabled motorists) at the scene of emergency events

Maryland's SHSP Integration Model



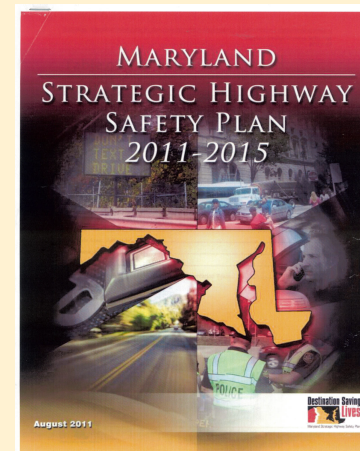
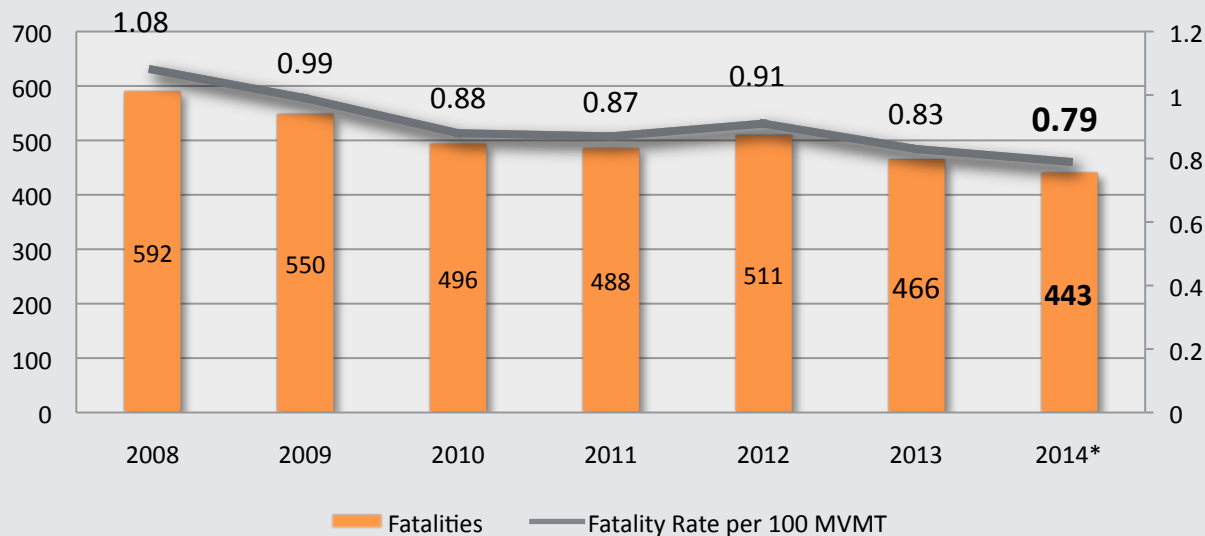
Maryland's Strategic Highway Safety Plan

Upon Approval:

- **SHSP Executive Council: Met in November, 2015**
 - Evaluation & Monitoring of Strategies & Action Plans
- **Emphasis Areas Developing Action Plans for SHSP Supplement**
- **Marketing Plan for Getting the Word Out**
- **Semi-Annual Report w/ Progress Gauges**
- **1-day Highway Safety Summit: April 26, 2016**

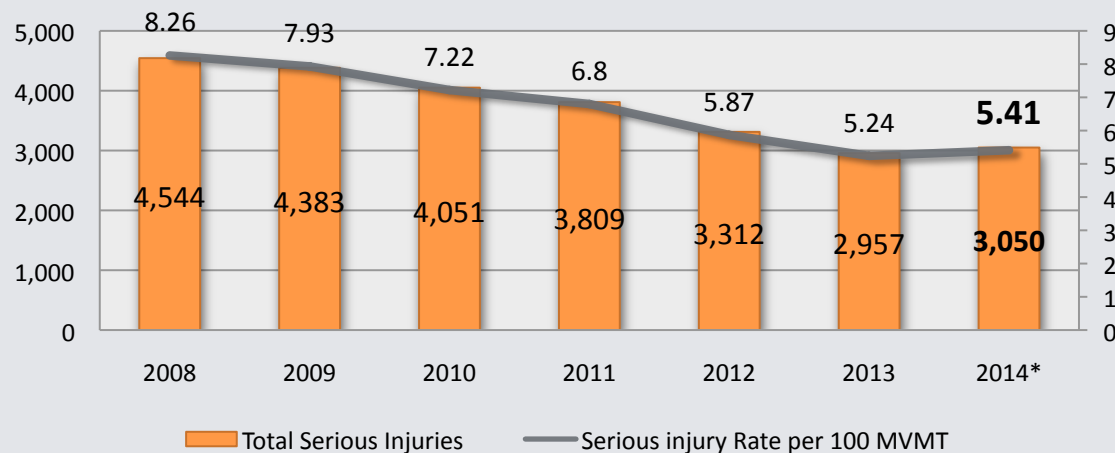


Maryland Traffic Fatalities and Fatality Rate 2008–2014



In the past ten years Maryland has experienced significant decreases in Highway Fatal and Serious Injuries

Maryland Traffic Serious Injuries and Serious Injury Rate 2008–2014



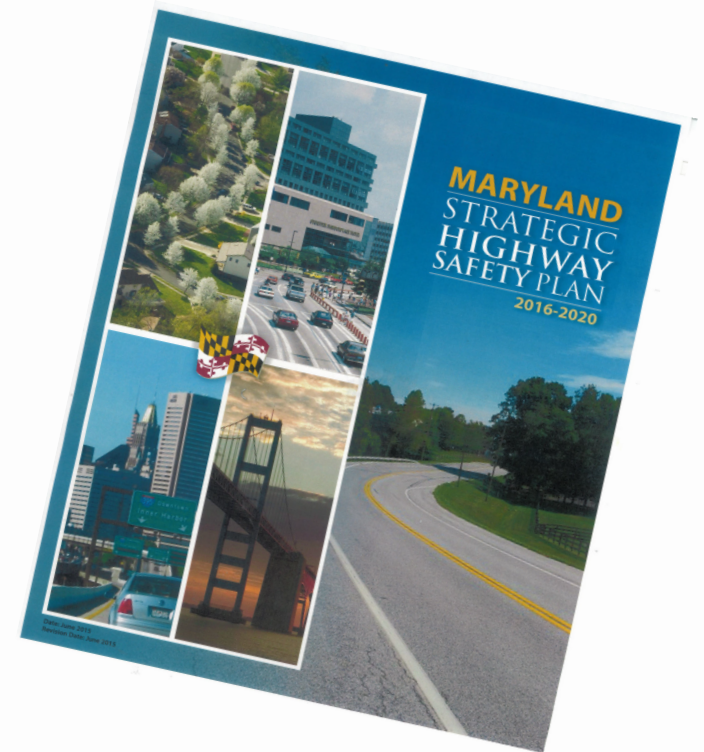
Introducing Maryland's Strategic Highway Safety Plan

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www.mva.maryland.gov/shsp

Maryland's Strategic Highway Safety Plan

Six Emphasis Areas

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- Impaired Driving
- Pedestrian & Bike Safety
- Highway Infrastructure



31 Strategies

Toward **Zero** Deaths

Planning within the SHSP Framework



- **Vision**
- **Understanding the Current Data**
- **Setting Goals & Performance Metrics**
- **Developing Effective Strategies**
- **Crafting & Implementing Blended 4-E Action Plans**
- **Monitoring Progress & Maintaining Momentum**
- **Evaluation & Adjustment**



Questions?

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